

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1810
PROMOTIONAL COORDINATOR

8889 MAIN STREET
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(716) 634-4179
FAX (716) 634-3146

November 12, 1997

RJR Account #315288
Mr. J. Mitiguy
DOWLINGS, INC.

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear John:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 120 SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (8M) Cases

Promoted

Brand Styles

UPC Code

Product

8

Winston Filter Box

12300-24878

8

Winston Light Box

12300-22772

Product PO # 128A Displays PO # 128B

Product / Premium Arrival: December 8, 1997

Ship Date to Retail: Week of: January 5, 1998

Displays (Item #536285)

SKU CUBE:

0.8260

SKU WT (w/o Product):

1.6000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$4,380.50

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